



● Through his exhibition, Ben Simpson offers a snapshot into his life and interaction with animals. Picture: KYLIE GOLDSMITH

Take a walk on the wild side with Ben

BY NATASHA SHERWOOD

HORSES have opened doors for Mullengandra photographer Ben Simpson.

While the busy father and inspiration behind OGA Marketing and Design no longer has the time to ride each day, the lessons he's learnt from horses have put him in good stead across the world.

"It's almost like an international language," he said.

While travelling around the world for business his ability to ride horses has enhanced his connection with clients.

"With that in mind I've decided to teach my children how to ride," he said.

"Horses are teaching me to be a good father.

"Horses have taught me more than I've taught them."

His three children Louis, 9, Matilda, 8, and Freddy, 6, are now learning to ride.

And horses are the inspiration behind the second of a

three-part photographic exhibition by Simpson.

The entire exhibition — *Bull, Horse and Man and Beast* — was launched last night at Creators Artspace, Gateway Village, Wodonga.

Bulls will be on show until Tuesday, before horses take the limelight from October 6 to 12 and the exhibition will conclude with *Man and Beast*, from November 24 to 30.

Simpson has been taking photographs professionally for 10 years.

"I've always been involved in the livestock industry," he said.

"My photo history comes from my belief that photographs are the most powerful and important marketing tool.

"Each of the exhibitions reflect the nature of things."

Simpson recalled attending the Royal Sydney Show at 14 to help look after a team of Devon bulls.

"These beasts, 15 times my

weight with horns to match, looked terrifying but were peaceful and content to be fed and led around by an inexperienced boy like me," he said.

By 21 he was running his own bull breaking-in and taming business at his home-town of Mudjee.

He's also a former polocrosse player, royal show judge and trades steers on his farm.

It is these hands-on experiences that perhaps set Simpson's work apart.

"I personally photograph many leading seed-stock producer's livestock throughout eastern Australia and while I am not at the end of a rope, I have the pleasure of encountering bulls in their natural environment," he said.

"I hope the images on display in this exhibition offer people an insight into my world and reflect the true nature of an animal that has been worshipped in cultures throughout time."



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— BEN SIMPSON